



RB-1753

Third Year B. B. A. (Sem. VI) Examination
April / May – 2010
Advance Marketing Management

Time : 3 Hours]

[Total Marks :

Instructions :

(1)

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| નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book. | Seat No. : |
| Name of the Examination : | <input type="text"/> |
| <input type="text" value="T. Y. B. B. A. (Sem. VI)"/> | <input type="text"/> |
| Name of the Subject : | <input type="text"/> |
| <input type="text" value="Advance Marketing Management"/> | <input type="text"/> |
| Subject Code No. : <input type="text" value="1"/> <input type="text" value="7"/> <input type="text" value="5"/> <input type="text" value="3"/> | <input type="text"/> |
| Section No. (1, 2,.....) : <input type="text" value="Nil"/> | <input type="text"/> |
| | Student's Signature |

(2) Answers must be to the point according to the marks allotted

(3) Relevant examples are expected in answers.

1 Answer the following in short. 14

- (i) Give diagrammatic presentation of 'value delivery process'
- (ii) What is Sales Quata?
- (iii) What is 'niche marketing'?
- (iv) Define :Services
- (v) Explain types of Sales man
- (vi) What is data base?
- (vii) Mention advantages of direct marketing.

2 (a) What is marketing information system? Discuss 7
any **two** components of it in detail.

(b) What is product life cycle? Explain characteristics 7
of each stage of PLC

OR

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1

[Contd...

- 2 (a) Discuss different techniques for market potential measurement. 7
- (b) List down different stages in new product development and explain concept development and testing stage and Business analysis stage of the process. 7
- 3 What is segmentation? Develop detailed segmentation plan for following products using relevant basis of segmentation. 13
- (i) Footwares
- (ii) Two-wheelers
- (iii) Restaurants
- OR**
- 3 What is positioning? Discuss different differentiating variables using appropriate examples.
- 4 (a) Explain marketing strategies required in service marketing. 7
- (b) Discuss different features of rural marketing. 7
- OR**
- 4 (a) Discuss adaptations required in marketing strategies for rural markets. 7
- (b) Differentiate between domestic marketing and International marketing. 7
- 5 Write short notes : (any **three**) 15
- (a) Relationship marketing
- (b) Outsourcing
- (c) Customer share
- (d) Direct Mail Marketing
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